



**4P'S MARKETING STRATEGY AFFECTING  
CUSTOMER'S PURCHASE INTENTIONS TOWARDS  
MAXIS.**

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MELAKA**

**NOVEMBER 2009**

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**Submitted in partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**2009**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, SITI ZAHARAH BT SALLEH, (I/C Number: 840403-13-5164)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**LETTER OF SUBMISSION**

**The Head of Program**

**Bachelor of Business Administration with Honours (Marketing)**

**Faculty of Business Management**

**Universiti Teknologi MARA**

**75300 MELAKA**

Dear Sir/Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“4P’S MARKETING STRATEGY AFFECTING CUSTOMER PURCHASE INTENTION TOWARDS MAXIS: THE CASE STUDY OF MAXZ COMMUNICATIONS** to fulfill the requirement as needed by the Faculty of Business management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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**SITI ZAHARH BT SALLEH**

2006142899

Bachelor of Business Administration with Honors (Marketing)

## **Abstract**

The purpose of this study was to assist Maxis Communications in determining their services marketing mix. It is to identify the current strategies that have been practiced by Maxis Communications in term of the 4P's. The research is also focusing on the perception of the customers towards the strategy that have been practiced by Maxis Communications to induce the customer's suggestion and ideas on how Maxis can improve their performance to attract new customers and retain old customers. The results indicate that the product/services and the prices factor explained the highest proportion of customer's purchase intention towards Maxis Communications. The weakness link in the 4P's marketing strategy would be the promotional activities and the places where customer can reached their product are not aggressively and accurately performed in order to create customer awareness and enhance customer's satisfaction.

The researcher used descriptive research in order to conduct the research on the issue. Descriptive research is a type of conclusive research that has its major objective. 100 questionnaires were distributed to customers of Maxis and these respondents were selected using simple random sampling technique. Where the researcher distribute the questionnaire at Malacca Tengah. Questionnaires were distributed as the source of primary data. And the data obtained was processed and analyzed using the statistical package for social science (SPSS) version 14. The researcher also conducts several sessions of interview with the management of Maxis to gain the information relevant to achieve the objectives.